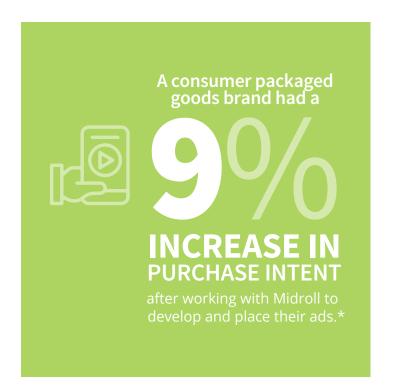
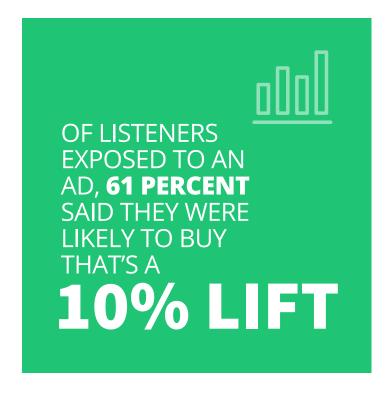
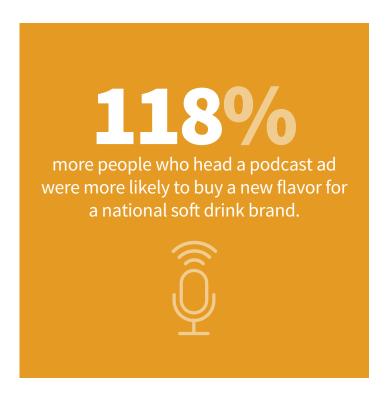


../podcast/advertising ROI









The infographic above features findings from a study Nielsen recently conducted on ad-effectiveness for national brands who placed ads on podcasts represented by Midroll – a leading network recently acquired along with parent Stitcher by SiriusXM. The resulting report, one of the podcast industry's largest aggregate releases of ad effectiveness data – demonstrates the real promise of ROI for all major consumer categories choosing to make podcast advertising a part of their strategic marketing spend